

Soup: Blog Basics in the Enterprise

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Me

- Librarian/researcher at APL in the Science and Technology section of the RE Gibson Library & Information Center
- Science and Navy background
- Blogger
- Fast follower in new technologies
- Personal research interests include information seeking by scientists and engineers and personal information management.

Agenda

- Introduction to blogs, blogging, and feeds
- Use of blogs and feeds
 - Libraries
 - Other organizations

We WILL run out of time. There is more here than can be covered. Stop me with questions!

What is a Blog?

- Reverse chronological listing of discrete posts each having a permanent link.
- They use the technology of the web
 - XML
 - HTML
 - CSS
 - Back end is ASP .net, Perl, etc.
 - Run on a web server, can be database driven
- Format, usage, methods of interconnection differentiate them from other web media

Anatomy of a Blog



Title and description

Content (posts)

About the blog, profiles of the contributors

Blogroll

Sort by category

Archives by date

Source: <http://stlq.info>

Anatomy of a Post

Date/time stamp

Permalink

Categories
(click to find all in that category)

Citation

The screenshot shows a blog post titled "AZoNano Launch Online Open Access Journal of Nanotechnology". The post content includes a date stamp, a permalink, a category, and a citation. Annotations with blue arrows point to these elements from labels on the left. On the right, additional annotations point to the title, the number of comments, the number of trackbacks, and a comment form link.

[AZoNano Launch Online Open Access Journal of Nanotechnology](#)

Posted at 10:23 on [December 9, 2004](#) in [Nanotechnology and Open Access](#). | 0 Trackbacks | 0 Comments

:: A new, open access [journal on nanotechnology](#) is forthcoming:

[AZoM.com Pty. Ltd.](#), Sydney Australia and the UK-based [Institute of Nanotechnology](#) are pleased to announce the forthcoming launch of the Online Journal of Nanotechnology.

The *Online Journal of Nanotechnology* is based on a free access publishing model, coupled with what is believed to be a unique development in the field of scientific publishing – the distribution of journal revenue between the authors, peer reviewers and site operators.

The Online Journal of Nanotechnology at AZoNano.com will publish high quality articles and papers on all aspects of nanotechnology and related scientific, social and ethical issues. All the contributions will be reviewed by a world class panel of founding editors who are experts in a wide spectrum of nanotechnology science.

Via [On Christina's Radar](#).

[Post a comment to 'AZoNano Launch Online Open Access Journal of Nanotechnology'](#)

Title (may be hyperlinked)

of comments –
(click on permalink to see them)

of trackbacks
(click on permalink to see them)

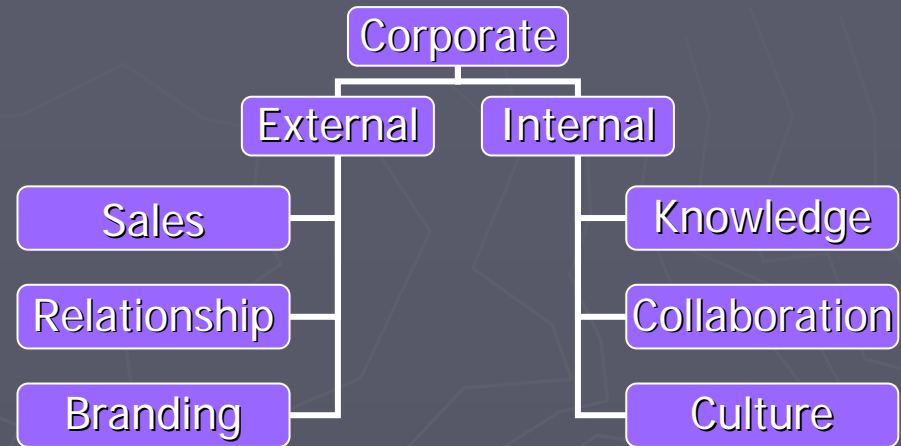
Click to open the form to leave comments

Source: <http://stlq.info/archives/001707.html#001707>

Different Types of Blogs

➤ Setting

- Personal, public or private
- Corporate/enterprise/organization, internal
- Corporate/enterprise/organization, external



From: Frederik Wacka, *Corporate Blogging Blog*, August 10, 2004, <http://www.corporateblogging.info/2004/08/six-types-of-business-blogs.asp>.

➤ Contributors

- Automatically compiled from multiple sources
- Collaborative blogs
- Individual blogs

What Are Feeds?

- Generally, automatically generated XML files that provide titles, summaries, and links to full content
- Several competing standards
- Consumed by subscription in an aggregator or by incorporation in a portal or webpage

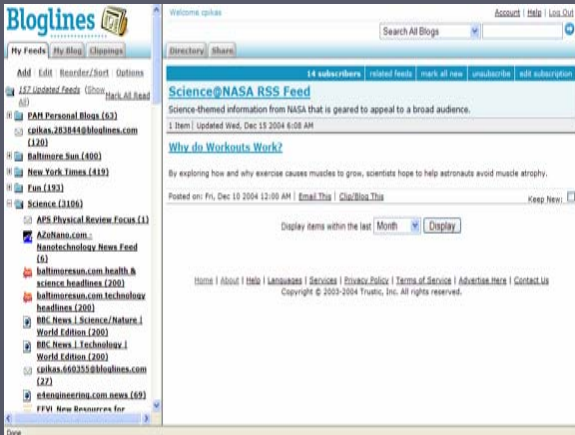
```
<?xml version="1.0" encoding="iso-8859-1"?>
<rss version="0.91">
  <channel>
    <title> Christina's LIS Rant </title>
    <link>http://christinaslibraryrant.blogspot.com</link>
    <description>BlogStreet.com generated RSS feed for http://christinaslibre
    <language>en-us</language>

    <webMaster>admin@blogstreet.com</webMaster>
    <lastBuildDate>Wed, 01 Sep 2004 03:43:58 GMT</lastBuildDate>
    <pubDate>Wed, 01 Sep 2004 03:43:58 GMT</pubDate>

    <item>
      <title>Automated blog searching for brand information Pointed</title>
      <description>Automated blog searching for brand information Pointed out
      <link>http://christinaslibraryrant.blogspot.com/2004/08/automated-blog-
    </item>
    <item>
      <title>Correction: "do no harm" is not the</title>
      <description>Correction: "do no harm" is not the standard for
      <link>http://christinaslibraryrant.blogspot.com/2004/08/correction-do-
    </item>
    <item>
      <title>I&apos;m not the only one rushing to</title>
      <description>I&apos;m not the only one rushing to defend Wikipedia See
      <link>http://christinaslibraryrant.blogspot.com/2004/08/im-not-only-one
```

Aggregators

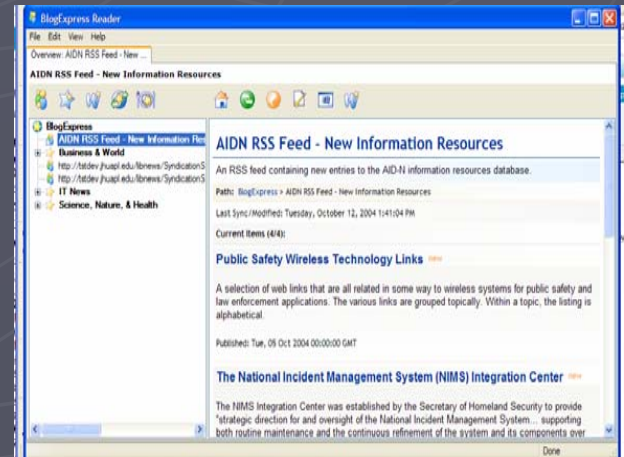
Web Based



On the Intranet



On Your Desktop



Where do feeds come from?

- Most blogging software automatically creates at least one type of feed
- Third party scrapers create feeds from web sites
- Newspapers, journals, databases create feeds
- Program your own
 - RSS 1.0 specs <http://web.resource.org/rss/1.0/>
 - ATOM support <http://www.atomenabled.org/developers/>

Uses of Blogs in Libraries

- SDI, TOC alerts
- To promulgate results of environmental scanning
- Library news (new books, new hours, database updates)
- Internal communications
 - Popular assignments
 - Tricks of the trade
 - Project management
 - Shift logs (broken equipment, visitors, open tickets)

Important Things to Know to Get Started at your Place of Work

- The software/platform is the easy part
 - When in doubt, use Blogger or Typepad
 - Customize templates with brand information
- Policies are a hard part
 - Public or intranet?
 - ▶ IP considerations (may need access control)
 - ▶ Levels of access/privacy, use of information
 - Will anyone be allowed to post, comment, trackback?
 - Time allowed
 - Culture that supports knowledge sharing?

The Other Hard Part: Buy-in

- Management has to ok time and resources spent
- IT may have to support server
- Individual bloggers have to commit

More things to think about: Access and Preservation

➤ Re-finding posts

- An enterprise search may take care of this
- Changing the post template to add meta-data may help
- Start a portal site with a “blogroll” of company bloggers

➤ Categorization

- NOT assigned from above or default, assigned on the fly
- Crosswalks to existing taxonomies may be helpful

➤ Archives

Recommended Reading

- Baumgart, Eastman, and Pikas. ASIST K-Blog Panel. April 27, 2004 - . Available online <http://asistkblogpanel.blogspot.com>
- Cote, Michael. "Enterprise Blogging in Practice, Notes." January 2005. Available online <http://www.drunkandretired.com/2005/01/enterprise-blogging-in-practice-notes.html>.
- Nash, Jim. "Look Who's Blogging: How five executives got blog religion and are using it to their professional and personal advantage." *InformationWeek* (March 7, 2005): 47. Available online <http://www.informationweek.com/story/showArticle.jhtml?articleID=60405714>
- Wood, Lauren. "Blogs & Wikis Technologies for Enterprise Applications?" *The Gilbane Report* 12, no. 10 (March 2005) 2-9. Available online http://www.gilbane.com/gilbane_report.pl/104/Blogs_Wikis_Technologies_for_Enterprise_Applications.html.
- Zimmermann, Kim Ann. "Blogging the Competition - Weblogs Take Center Stage in CI." *KM World* 12, no. 10 (Nov-Dec 2003): 16. Available online http://www.kmworld.com/publications/magazine/index.cfm?action=readarticle&Article_ID=1638&Publication_ID=102.

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<http://cpikas.blogspot.com>